

*** UNAPPROVED REV #2 ***

TOWSON, MD 21286

PRDCT MCMAHON 4 !!!GFSB!!! EST#1315 COMMENTS: (LINE, ORDER,

FLIGHT DATES SEP11/12 SEP17/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

REP: REVISED ORDER
ESTIMATE NUMBER ADDED
TP CHANGED LN 25 & 26
TTL SAME
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT1200
LINDA MCMAHON FOR US SENATE 2012 !!!GFSB ORDER!!!

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE	:S	:D
:	:LINE#:	:	:	:	:	:	:	:
AGENCY ADVERTISER CODE =								
AGENCY PRODUCT CODE =								
AGENCY EST# = 1315								
25	T		730P-830P	30		\$550.00		9/1
PROGRAM : 60 MINUTES								
CON COM1: 60 MINUTES								

REP HEADLINE# 6304142

*** UNAPPROVED REV #2 ***

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

CHANGES

SEP14/12 12.17

*** WFSB-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
26	T		1030P-1130P	30		\$200.00	9/16	9/16	1		SUN	1
PROGRAM : MENTALIST												
CON COM1: MENTALIST												
SEP/12 \$5,255.00												
CONTRACT TOTAL \$5,255.00												
TOTAL SPOTS 66												

MARKET TOTALS \$262,750 WFSB 32% WTNH 18% WVIT 28% WTIC 18% WCTX 2% WCCT 0% WHPX 0%
CABL 2%

ACCURATE SHARES. GFSB LISTED AS CABL

SVC- NSI BOOKS- NOV/10
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 492281 /		Alt Order # 06304142
Product MCMAHON 4 IIIIGFSBIII		
Contract Dates 09/11/12 - 09/17/12		Estimate # 1315
Advertiser McMahon for Senate		Original Date / Revision 09/14/12 / 09/14/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station GFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	GFSB	09/11/12	09/14/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$40.00			
2	GFSB	09/11/12	09/14/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$50.00			
3	GFSB	09/11/12	09/14/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$30.00			
4	GFSB	09/11/12	09/14/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$50.00			
5	GFSB	09/11/12	09/14/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$65.00			
6	GFSB	09/11/12	09/13/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-T-T----				2	\$65.00			
7	GFSB	09/11/12	09/14/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-T--F--				2	\$90.00			
8	GFSB	09/14/12	09/14/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1--				1	\$90.00			
9	GFSB	09/12/12	09/12/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$90.00			
10	GFSB	09/11/12	09/14/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$20.00			
11	GFSB	09/11/12	09/14/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
492281 /	06304142

Contract Dates	Product	Estimate #
09/11/12 - 09/17/12	MCMAHON 4 !!IGFSB!!	1315

Advertiser	Original Date / Revision
McMahon for Senate	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$30.00			
12	GFSB	09/11/12	09/15/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				5	\$65.00			
13	GFSB	09/11/12	09/11/12	NCIS	8PM-9PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$300.00			
14	GFSB	09/12/12	09/12/12	Criminal Minds	9PM-10PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1-----				1	\$300.00			
15	GFSB	09/12/12	09/12/12	CSI	10PM-11PM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1-----				1	\$400.00			
16	GFSB	09/14/12	09/14/12	CSI: NY	9PM-10PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$250.00			
17	GFSB	09/15/12	09/15/12	SA Eyewitness News	6AM-9AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$20.00			
18	GFSB	09/15/12	09/15/12	SA Eyewitness News	6AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$35.00			
19	GFSB	09/15/12	09/15/12	SA 6pm-6:30pm EWN	6PM-6:30PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$35.00			
20	GFSB	09/16/12	09/16/12	SU Eyewitness News	6AM-9AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$20.00			
21	GFSB	09/16/12	09/16/12	SU Eyewitness News	6AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$35.00			
22	GFSB	09/16/12	09/16/12	CBS Sunday Morning	9AM-10:30Am		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$85.00			
23	GFSB	09/16/12	09/16/12	Su 10:30AM-11:30AM ROT	10:30AM-11:30AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$55.00			
N 24	GFSB	09/16/12	09/16/12	Delayed 60 Minutes	730-830p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$550.00			
N 25	GFSB	09/16/12	09/16/12	Delayed The Mentalist	1030-1130p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$200.00			
26	GFSB	09/17/12	09/17/12	6AM-6:30AM Eyewitness News	6AM-6:30AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$40.00			
27	GFSB	09/17/12	09/17/12	6:30AM-7AM Eyewitness News	6:30AM-7AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$50.00			

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(860)728-3333

Contract / Revision		Alt Order #
492281 /		06304142
Contract Dates		Product
09/11/12 - 09/17/12		MCMAHON 4 !!!GFSB!!
Advertiser		Estimate #
McMahon for Senate		1315
Original Date / Revision		
09/14/12 / 09/14/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
28	GFSB	09/17/12	09/17/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$30.00			
29	GFSB	09/17/12	09/17/12	9AM-10AM	9AM-10AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$30.00			
30	GFSB	09/17/12	09/17/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$50.00			
31	GFSB	09/17/12	09/17/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$65.00			
32	GFSB	09/17/12	09/17/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$65.00			
33	GFSB	09/17/12	09/17/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$90.00			
34	GFSB	09/17/12	09/17/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$90.00			
35	GFSB	09/17/12	09/17/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$90.00			
36	GFSB	09/17/12	09/17/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$20.00			
37	GFSB	09/17/12	09/17/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$30.00			
38	GFSB	09/17/12	09/17/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$65.00			
39	GFSB	09/17/12	09/17/12	Hawaii 5-0	10PM-11PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$300.00			
Totals											66	\$5,255.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	66	\$5,255.00	\$4,466.75
Totals	66	\$5,255.00	\$4,466.75

Signature: _____ Date: _____

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